Strategic Planning Committee Report
Fall 2010 Convocation

Executive Summary

The Committee met twice during the semester, held supplemental discussions by email, and completed work on two major items. First, the Committee unanimously approved a proposed change to the College’s mission statement. This proposed change adds to the existing statement comments regarding intellectual contributions by College faculty. The proposal is motivated by new (2009) revisions of AACSB standards that have rendered the current mission statement incomplete. For this proposed change to become effective, it must be approved by a College faculty vote. The proposed change to the mission statement appears below under the March 12 minutes and is in italics. Second, the Committee identified specific action items for emphasis from the College’s existing strategic plan. The Committee recommends that these items be given high priority during the upcoming academic year and the Committee has recommended methods of implementation. These items appear below under the April 16 minutes and are in italics.

Strategic Planning Committee
Meeting Minutes for March 12, 2010

Present: Greg Roth (chair), Kerry Alt, Jim Bishop, Dean Brook, Carl Enomoto, Michelle Jasso

The meeting was convened at 1:30 p.m.

One of the purposes of the meeting was to address an issue raised by Kathy Brook at the beginning of the academic year. The 2009 revisions of the AACSB standards require that the mission statement incorporates “a focus on the production of quality intellectual contributions that advance knowledge of business and management theory, practice, and/or learning pedagogy.” It is expected that the college’s “portfolio of intellectual contributions is consistent with the mission and programs offered.” (Standard 2)

Since such a focus is not a part of the current mission statement, Kathy had asked the committee to address this. Based on email discussions among the committee members earlier in the year, Greg drafted a statement to be added to the mission. The Committee agreed to the following:

"The Business College will produce and reward intellectual contributions that are discipline-based, practitioner-based, and pedagogically based. However, the emphasis in production will be on discipline-based research."

The second item involved Kathy’s request that the Committee review the strategic plan, especially the action items, to identify those which should be emphasized over the next few years. After discussion of a variety of options, it was agreed that each committee member would develop 1-3 action items for emphasis in the coming year and circulate these to the other committee members by April 15. The committee agreed to meet on Friday, April 16, at 1:30 p.m.

Greg asked for clarification concerning the “next steps” following the identification of action items. Kathy indicated that the committee’s recommendations could be submitted to the CEC for review at summer work sessions and could be presented to the fall convocation.

The committee adjourned at 2:40 p.m.

Strategic Planning Committee
Meeting Minutes for April 16, 2010

Present: Greg Roth (chair), Kerry Alt, Jim Bishop, Dean Brook, Carl Enomoto, Michelle Jasso
The meeting was convened at 1:30 p.m.

A draft of a change to the College's Mission Statement was unanimously approved. It will be sent to the college faculty for review.

Each member was asked to select an action item(s) from the College of Business Strategic Plan to be implemented in the near future. The College’s Strategic Plan may be accessed at this web address: http://cbae.nmsu.edu/administration/strategic-plan/

The following items were selected:

1. **Carl Enomoto selected action item [1D]: Maintain expectations of ethical behavior for students, faculty, staff and administrators.** Ways of accomplishing this include:
   - Develop a principle-base ethics program with the help of a $1.25million award from the Daniels fund Ethics Initiative.
   - Educate young people about ethics in business.
   - Plan and develop an ethics conference.
   - Extend the ethics program to 2-year institutions within the state.
   - Provide a certificate program in ethics for public officials.

2. **Greg Roth selected action item [1F.3]: Publicize and encourage involvement in all student organizations, but especially business student organizations.** Ways of accomplishing this include:
   - Encourage faculty teaching introductory courses to promote student awareness of business clubs and organizations such as the Finance Club, ALPFA, Delta Sigma Pi, Alpha Beta Psi, the Advertising Club, and others. Courses that would be particularly well suited for the promotion of these student organizations include: BUSA 111, FIN 341, MGMT 309, ACCT 251/252, ECON 251/252, and MKTG 303.
   - Have student representatives from these organizations give in-class presentations about their activities.

3. **Kerry Alt selected action item [1E]: Attract increasing numbers of well-qualified students at all levels.** Ways of accomplishing this include:
   - Acquire a full or half-time recruiter to coordinate recruitment efforts across all departments and to maintain/enhance the efforts already in place.
   - Form a recruitment/retention committee with a representative from each department to work with the recruiter to facilitate recruitment efforts and to focus those efforts as needed with individual departments.

4. **Jim Bishop selected action item [1B.4 and 2B.5]: Maintain doctoral programs (Marketing, Management, and Economic Development).** Ways of accomplishing this include:
   - Use faculty salary savings from retirements to fund doctoral students. When additional funding becomes available, hire additional faculty to replace those who have retired.

(Jim also suggested item 1B.2: Maintain faculty development programs such as CARMA. Currently $850 per year is spent on this program and some funding is provided by the College. Jim also suggested item 4D.3: Provide data sets and software to enhance teaching and research. Data and software that the College currently has available: SAS, SPSS, EVENTUS, CRSP and COMPUSTAT).

5. **Michelle Jasso selected action item [1A.5]: Provide students with access to experiential learning.** Ways of accomplishing this include:
a. Get at least one class in each department to do a company project. As an example, a class can work with a company on an advertising campaign or a development project or a marketing research study. Managers of the company may be involved in the final evaluation of the class project. Students will benefit from participating in company projects in two ways: They learn about working on a real project and dealing with real clients. They can include this project on their resume. For some of our students, this may be the only discipline-related work experience before they graduate.

The meeting adjourned at 2:45pm.